

**Last Received:** 10/26/2012 4:13 PM  
**Showing Buylines:** All Lines

<b>Station</b>	WOOD-TV GRAND RAPIDS, MI.
<b>Advertiser</b>	(        ).UPTON FOR ALL OF US
<b>Product</b>	UPTON DOE ALL OF US
<b>Estimate#</b>	3238
<b>Buyer</b>	BEN ANGLE
<b>Phone#</b>	
<b>Fax#</b>	

**Agency** ( ) NATIONAL MEDIA RESEARCH  
& PLACEMENT, 815 SLATER LANE  
ALEXANDRIA, VA 22314  
**Agency C/P1/P2/E** 226/406/3238  
**Flight Dates** 10/23/2012 - 10/29/2012  
**Hiatus Weeks**

**G Rep Firm**  
**Sales Office** ( ) PHILADELPHIA  
**Salesperson** ( ) IAN AMBRON  
  
**Salesperson Phone#** 215-567-6005  
**Salesperson FAX#** 215-525-9757

**--- CONTRACT COMMENT ---**

$$SC = *$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	5A-6A		:30	\$150.00	10/23-10/26	4	1	4	\$600.00	
		Buyline Comment: NEWS										
	2	M	5A-6A		:30	\$150.00	10/29-10/29	1	1	1	\$150.00	
		Buyline Comment: NEWS										
	3	TU-F	6A-7A		:30	\$400.00	10/23-10/26	8	1	8	\$3,200.00	
		Buyline Comment: NEWS										
	4	M	6A-7A		:30	\$400.00	10/29-10/29	2	1	2	\$800.00	
		Buyline Comment: NEWS										
	5	TU-F	7A-9A		:30	\$650.00	10/23-10/26	4	1	4	\$2,600.00	
		Buyline Comment: TODAY SHOW										
	6	M	7A-9A		:30	\$650.00	10/29-10/29	1	1	1	\$650.00	
		Buyline Comment: TODAY SHOW										
	7	SA	6A-7A		:30	\$150.00	10/27-10/27	2	1	2	\$300.00	
		Buyline Comment: NEWS										
	8	SA	7A-8A		:30	\$275.00	10/27-10/27	2	1	2	\$550.00	
		Buyline Comment: NEWS										
	9	SA	8A-10A		:30	\$375.00	10/27-10/27	2	1	2	\$750.00	
		Buyline Comment: SAT TODAY										
	10	SU	6A-7A		:30	\$125.00	10/28-10/28	2	1	2	\$250.00	
		Buyline Comment: NEWS										

Station	WOOD-TV GRAND RAPIDS, MI.				Agency	( ) NATIONAL MEDIA RESEARCH PLANNNING				Rep Firm			
Advertiser	( ) .UPTON FOR ALL OF US					& PLACEMENT, 815 SLATER LANE				Sales Office	( ) PHILADELPHIA		
Product	UPTON DOE ALL OF US					ALEXANDRIA, VA 22314				Salesperson	( ) IAN AMBRON		
Estimate#	3238				Agency C/P1/P2/E	226/406/3238				Salesperson Phone#	215-567-6005		
Buyer	BEN ANGLE				Flight Dates	10/23/2012 - 10/29/2012				Salesperson FAX#	215-525-9757		
Phone#					Hiatus Weeks								
Fax#													
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
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	11	SU	7A-8A		:30	\$250.00	10/28-10/28	2	1	2	\$500.00		
				Buyline Comment: NEWS									
	12	SU	8A-9A		:30	\$600.00	10/28-10/28	1	1	1	\$600.00		
				Buyline Comment: SUN TODAY									
	13	TU-F	12P-1P		:30	\$225.00	10/23-10/26	4	1	4	\$900.00		
				Buyline Comment: NEWS									
	14	M	12P-1P		:30	\$225.00	10/29-10/29	1	1	1	\$225.00		
				Buyline Comment: NEWS									
	15	TU-F	530P-6P		:30	\$675.00	10/23-10/26	4	1	4	\$2,700.00		
				Buyline Comment: NEWS									
	16	M	530P-6P		:30	\$675.00	10/29-10/29	0	0	0	\$0.00		
				Buyline Comment: NEWS									
				SPOT N/A									
	17	TU-F	6P-630P		:30	\$1,125.00	10/23-10/26	4	1	4	\$4,500.00		
				Buyline Comment: NEWS									
	18	M	6P-630P		:30	\$1,125.00	10/29-10/29	1	1	1	\$1,125.00		
				Buyline Comment: NEWS									
	19	SA	6P-630P		:30	\$400.00	10/27-10/27	0	0	0	\$0.00		
				Buyline Comment: NEWS									
				SPOT N/A									
	20	SA	630P-7P		:30	\$375.00	10/27-10/27	0	0	0	\$0.00		
				Buyline Comment: MARANDA: WHERE U LIVE									
				SPOT N/A									



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<b>Advertiser</b>	(        ).UPTON FOR ALL OF US
<b>Product</b>	UPTON DOE ALL OF US
<b>Estimate#</b>	3238
<b>Buyer</b>	BEN ANGLE
<b>Phone#</b>	
<b>Fax#</b>	

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ALEXANDRIA, VA 22314  
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**Flight Dates** 10/23/2012 - 10/29/2012  
**Hiatus Weeks**

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**Salesperson** ( ) IAN AMBRON  
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	33	F	8P-9P		:30	\$750.00	10/26-10/26	1	1	1	\$750.00		
			Buyline Comment: WHITNEY/COMM										
	35	TU-F	730P-8P		:30	\$400.00	10/23-10/26	4	1	4	\$1,600.00		
			Buyline Comment: INSIDE EDITION										
	36	M	730P-8P		:30	\$400.00	10/29-10/29	1	1	1	\$400.00		
			Buyline Comment: INSIDE EDITION										
	37	SA	7P-8P		:30	\$150.00	10/27-10/27	1	1	1	\$150.00		
			Buyline Comment: ACCESS HOLLYWOOD										
	38	SU	7P-8P		:30	\$500.00	10/28-10/28	1	1	1	\$500.00		
			Buyline Comment: FOOTBALL NIGHT IN AMER										
	39	TU-F	9A-10A		:30	\$300.00	10/23-10/26	1	1	1	\$300.00		
			Buyline Comment: TODAY										
	40	TU-F	10A-11A		:30	\$200.00	10/23-10/26	1	1	1	\$200.00		
			Buyline Comment: TODAY										
	41	M	5P-530P		:30	\$1,150.00	10/29-10/29	1	1	1	\$1,150.00		
			Buyline Comment: NEWS MKGD FOR SPOTS N/A LNS 16,19-20,27,32										
	42	SA	6A-7A		:30	\$350.00	10/27-10/27	1	1	1	\$350.00		
			Buyline Comment: NEWS MKGD FOR SPOTS N/A LNS 16,19-20,27,32										
	43	F	430A-459A		:30	\$25.00	10/26-10/26	1	1	1	\$25.00		
			Buyline Comment: NEWS MKGD FOR SPOTS N/A LNS 16,19-20,27,32										

Station WOOD-TV GRAND RAPIDS, MI.  
Advertiser ( ) .UPTON FOR ALL OF US  
Product UPTON DOE ALL OF US  
Estimate# 3238  
Buyer BEN ANGLE  
Phone#  
Fax#

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	44	M	12P-1P		:30	\$225.00	10/29-10/29	1	1	1	\$225.00	
			Buyline Comment: NEWS MKGD FOR SPOTS N/A LNS 16,19-20,27,32									
	45	M	10A-11A		:30	\$400.00	10/29-10/29	1	1	1	\$400.00	
			Buyline Comment: TODAY SHOW III MKGD FOR SPOTS N/A LNS 16,19-20,27,32									
	46	M	430A-459A		:30	\$50.00	10/29-10/29	1	1	1	\$50.00	
			Buyline Comment: NEWS MKGD FOR SPOTS N/A LNS 16,19-20,27,32									

---REPORT TOTALS---

Report Totals: 80 / \$38,100.00

---SALES MONTHLY TOTALS---

Oct 12: 67 / \$31,725.00Nov 12: 13 / \$6,375.00

Sales Totals: 80 / \$38,100.00

Station Totals: 80 / \$38,100.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$38,100	CATV	0%	WOOD	100%	WOTV	0%	WWMT	0%	WXMI	0%
		WXSP	0%	WZPX	0%	WZZM	0%				

Booksnull

DemosRA35+

--- CREDIT RISK ---

CASH IN ADVANCE